ABFRL's cataloging efficiency goes up 75% with Catalogix

Effortless listing on multiple marketplaces with AI/ML powered Cataloging solution

Aditya Birla Fashion and Retail Limited (ABFRL) is India's first billion-dollar fashion powerhouse. The fashion conglomerate operates 3,031 brand stores and is present in 25,000 multi-brand outlets and over 6,000 department stores in India. Its portfolio of brands includes Louis Philippe, Van Heusen, Allen Solly, Pantaloon, Jaypore, The collective, F21, American Eagle Outfitter and more.

PROBLEM

Listing on numerous marketplaces has its own challenges as each have different taxonomies and templates. The effort it takes to catalog products increases significantly leading to large workforces, longer TAT's and potential revenue loss.

CHALLENGE

Tagging products for brand.com and converting it into multiple marketplace taxonomies on complicated excel sheets manually, demands time, management and resources.

OPPORTUNITY

- Increase number of marketplaces they are present in and connect with a larger shopper base

- Enrich metatags in product catalogs to get more relevant search and navigation to increase conversion by 40% +

- Increase their total addressable market (TAM) & add directly to their bottom line

CATALOGIX'S TASK

The company engaged Streamoid's managed service to improve the efficiency of the cataloging process and reduce error rates. Previously ABFRL manually cataloged millions of products for eight marketplaces. This meant repeating the same tedious process 8x times per product.

ABOUT THE TECHNOLOGY

AI Studio and Classifiers

150 + data points added per product using fine-grained classifiers trained in AI studio, our fashion optimised AutoML platform
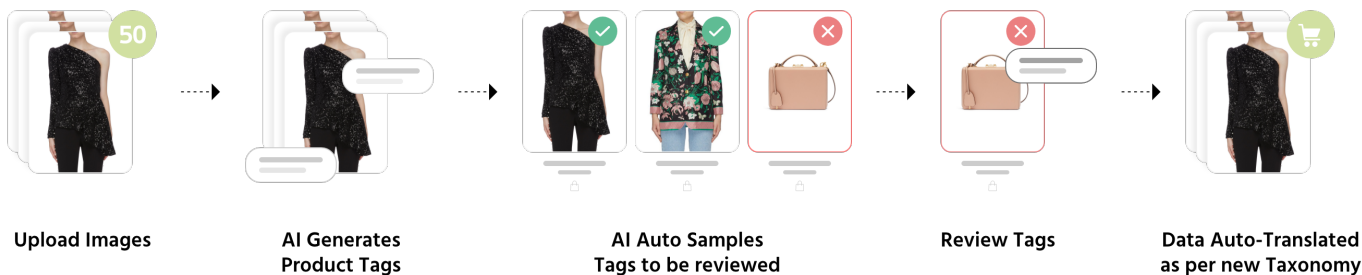
Auto conversion to Marketplaces

With our taxonomy as the source of truth, other taxonomies are a subset and it is a simple matter of mapping.

Self Learning

Feedback from curation is used to automatically re-train the models in AI studio, further increasing their accuracy.

HOW IT WORKS

| Upload Images | AI Generates Product Tags | AI Auto Samples Tags to be reviewed | Review Tags | Data Auto-Translated as per new Taxonomy |

SUPPORTED MARKETPLACES

RESULTS

Catalogix Performance

ABFRL has been using Streamoid's Catalogix since 2019. In the last 2 years it has cataloged 150,000+ products and listed them on over 10+ marketplaces.

Catalogix offers Automated cataloging from product images to high quality product attribution and marketplace conversions.

Conclusion

Streamoid's Catalogix makes cataloging & deep-tagging quick & streamlined with shorter TAT's and lesser manual inputs, making it a practical & efficient solution for fashion retailers and businesses.

5M	750,000	600,000
DATA POINTS GENERATED	SKUs PRODUCTS CATALOGED	HOURS SAVED

"At ABFRL we are well aware that **rich and accurate product information** creates great customer experience online. In the fast changing world of fashion retail, where new products get launched every month, cataloging is a challenge and was a manual exercise until recently.

With Streamoid's Catalogix, we now catalog our products in less than **6 hours** instead of **2 days** and our data is enriched immensely while maintaining an **accuracy of 99%.** We're very pleased with the technology and the overall experience."

Praveen Shrikande
CDIO,ABFRL